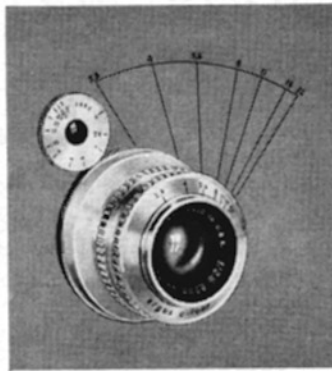




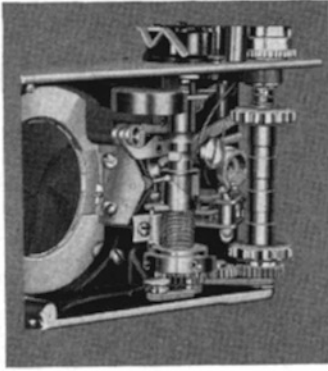
5 good reasons why argus C-4 advances the fine art of 35mm photography



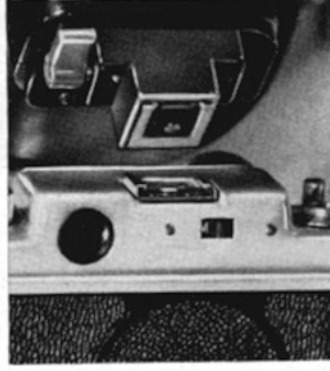
1. Single-Window View-Range-finder. Through a single, brilliant eyepiece, with *one* operation, you *sight* and *focus* without eye shifting. Sharply contrasting viewfinder image makes focusing easier. The C-4 captures fleeting pictures where other cameras fail.



2. Color-Corrected f:2.8 Lens. 60% faster than f:3.5, this new lens is computed expressly for modern 35mm photography... even in dim light, gives critically sharp results with extraordinary depth of field. Exceptional sharpness permits big enlargements.



3. Super-Accurate Shutter. Special shutter construction makes possible watchlike precision in the working of the C-4's larger, more accurate, longer lasting parts. Every shutter speed is within close ASA tolerances...especially important when taking color slides.



4. Built-In Flash 100% Synchronized. At all shutter speeds, the new Argus C-4 takes all flash lamps, is adaptable to "strobe" light for high-speed photography. Convenient clip-on flash unit with push-button lamp ejector mounts securely on top of camera.

5. Double-Exposure Prevention. Combined film-shutter wind prevents double and blank exposures at the same time automatically cocking the shutter.

argus c-4

now available in limited supply at leading camera shops. Price—\$99.50 (incl. Fed. tax); Case, \$7.50; Flash Unit, \$10.00. Prices subject to change without notice. Argus Cameras, Inc., Ann Arbor, Michigan.

